

Why ART & DESIGN?



We live in an increasingly global environment where visual communication and understanding is important in cutting through, and breaking down, language and cultural barriers. We process images and icons far faster than we process text and an ability to understand, and a facility to master this, greatly affects all aspects of our lives.

About 62% of artists are self-employed. Many, however, find work with museums, galleries, schools, advertising agencies, magazines, newspapers, and movie studios.

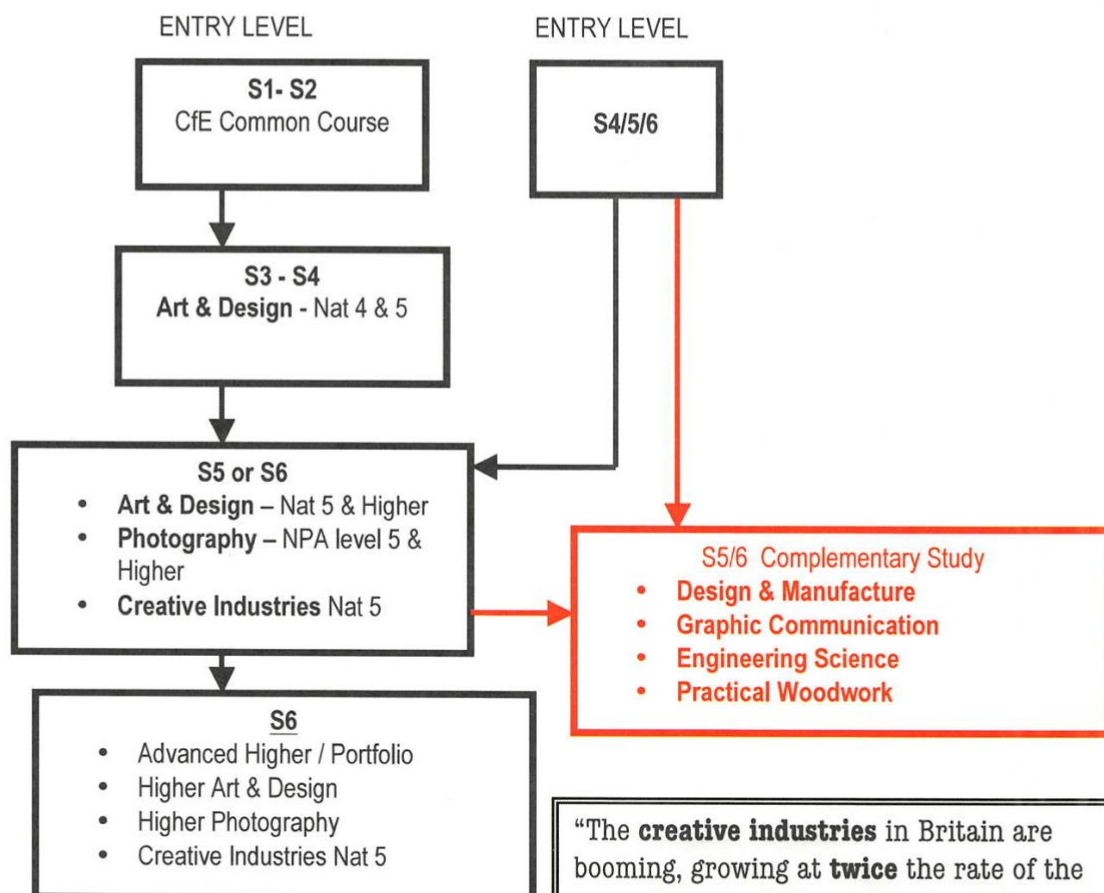
You may not be considering a career as an artist or designer but might have a strong interest in arts promotion, administration, education or even events management.

While reading this text, take a look around you. The window, the desk, the chair, this leaflet: everything has been 'designed' because someone made a decision, conscious or otherwise, on the way it would look.

Design is, however, about more than appearance. Good design is equally concerned with function: a well-designed chair looks good, but is also comfortable; a well-designed teapot is elegant, but also pours well; a well-designed car is something to covet, but is also economical on fuel, doesn't pollute, doesn't rust and doesn't need servicing every week. Things that work well have been designed to work well.

Design is challenging and stimulating. It is an integral part of any successful business and is one of the UK's biggest export earners. It is hard work, but enormously varied and rewarding. After all, what could be more exciting than to see an idea progress from concept to completion? Sir Terence Conran recently told a group of young people: "Young designers hold the key to the future. Design gives you the opportunity to shape every aspect of our lives in the 21st century."

Progression in Art and Design



Find out more about careers from:
<http://www.theartcareerproject.com/>

“Many graduate employers seek to recruit people who are **lateral thinkers** and **creative problem-solvers**. These qualities are natural to **artists and designers** and therefore make you an **attractive asset**, particularly to the expanding UK creative industries sector. This sector relies on people who can **think differently, formulate questions and solve problems.**”

“The **creative industries** in Britain are booming, growing at **twice** the rate of the economy as a whole and employing more than **1.4 million** people. Such measures of success justify confidence in our creative industries. The **out-dated perception** of such study not leading to a 'proper' job has been turned on its head by graduates now leading in fields such as **fashion, photography and film.**” Sir Terence Conran



1 in 11 people in the UK are employed in the creative Industries.

Your questions answered

What will I be studying?

All Art and Design courses have 3 main elements:

- **Design Studies**
- **Expressive Studies**
- **Art and Design Studies (written critical)**

What is a Design project?

The design project allows pupils to extend their imagination and creativity showing their ability to solve design problems from a given brief. This may be from a choice of design areas such as product, graphics, fashion, costume, jewellery etc. The design project folio is submitted to the SQA for assessment at the end of the course.

What is an Expressive project?

This develops a pupil's traditional drawing, painting and sculptural skills. Pupils will choose their own theme and area to work in (eg. Portrait, landscape, still-life etc) and make observational drawings. From there, pupils will develop compositional sketches leading to a final painting or, in some cases, sculpture, which forms a folio submitted to the SQA for assessment at the end of the course.

What is Art and Design Studies?

This area of the course is concerned with a pupil's response to the work of artists and designers. They will develop analytical and critical skills giving them an understanding and confidence to discuss areas of art and design history as well as contemporary art and design. This leads to a written examination at National 5 and Higher level.

What do you study in Photography?

Photography is a course that develops a pupil's creative and practical skills in digital photography. Pupils will be trained in using digital SLR cameras, studio lighting and photoshop editing to enhance their skills and present their final work in an project.

What is on offer in S6?

Advanced Higher and portfolio preparation courses are studied in S6 and are offered to the serious student who has demonstrated both ability and enthusiasm for the subject. They must be capable of self-motivated, specialist research and study, as success requires a great deal of personal time and commitment. Photography is on offer to S6 pupils with an interest in studying photography from a fine art point of view and is a project based practical course. Many S6 pupils take subjects within the Design & Engineering department to enhance their technical knowledge and skills for Architecture, Design and Engineering careers.

5 Reasons to Study Art + Design!

1. Visual Literacy and Visual Communication

- VISUAL INFORMATION IS MORE MEMORABLE - studies show we retain 10-20% of written/spoken info, but 65% of visual information!
- The brain processes visual information faster than text! 90% of info is visual!

THE UK CREATIVE ECONOMY IS THE FASTEST GROWING SECTOR AND AN AREA OF EXCELLENCE!

- 3.12 MILLION UK JOBS!
- 7 in 11 people employed in Creative Sector!
- CREATIVE INDUSTRIES contribute £84.1 billion to the UK economy.

2. The Creative Industries

3. Creativity is in demand!

- AN IBM survey of 1,500 CEOs from 60 countries and 33 industries identified creativity as the "most crucial factor for future success."
- WHY CREATIVITY? - the world is changing at a fantastic speed. The future requires people who can PROBLEM-SOLVE, ADAPT and COMMUNICATE in workplaces and environments that are increasingly complex!

- Craft skills, dexterity, layout, composition, colour sense and IT and presentation skills can be useful in all areas of study and employment
- A knowledge of culture and appreciation of the Arts and cultural history is personally rewarding and cuts across all careers, interests and cultures.

4. Transferable SKILLS

5. FUN health + wellbeing AND ALL THAT STUFF!.....

- The CURRICULUM allows you to follow your own interests and choose your own projects, work to your strengths and explore NEW ideas and CONCEPTS.
- CREATING THINGS gives a great feeling of achievement, increases confidence and allows pupils to express themselves and IDEAS and IDENTITY! REMEMBER - YOU ARE UNIQUE!